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DMA JOINS THE PRINT COUNCIL

WASHINGTON, DC, March 9, 2006 – The DMA announced today that it has joined The Print Council, an industry coalition dedicated to the growth of the print market.

“Printed mail plays an important role in the integrated marketing model,” said John A. Greco, Jr. “It enhances interactive marketing campaigns by driving Internet activity. In fact, 38 percent of consumers who receive catalogs purchase through the Internet.”

While the direct marketing process is no longer limited to traditional options such as direct mail and catalogs, these and other established channels are actually becoming more important than ever as we find new ways to integrate them with newer, non-traditional channels such as e-mail and Web search. “Today’s channels are integrated, customized, response-driven and highly measurable, and the advent of multichannel direct marketing means we have more opportunities than ever to interact with customers and prospects,” added Greco.

DMA intends to service its members in the catalog and other print based segments by leveraging the Council’s efforts to maintain and increase mail volume through education, market development, advocacy and research initiatives.

“Online consumers are twice as likely to make an online purchase after receiving a catalog,” said Ben Cooper, executive director, The Print Council. “DMA’s decision to join illustrates its commitment to serve its industry by supporting the printed mail channel, a crucial element of a successful integrated marketing strategy.”

MORE...

About the DMA

The Direct Marketing Association (www.the-dma.org) is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques. DMA advocates industry standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education and networking opportunities to improve results throughout the entire direct marketing process. Founded in 1917, DMA today has more than 4,800 corporate, affiliate, and chapter members from the US and 46 other nations, including 55 companies listed on the Fortune 100.

In 2005, companies will spend more than \$161 billion dollars on direct marketing in the United States. Measured against total U.S. sales, these advertising expenditures are expected to generate \$1.85 trillion in increased sales in 2005, or 7% of the \$26 trillion in total sales in the U.S. economy (which includes intermediate sales). All together, direct marketing will account for 10.3% of total U.S. GDP in 2005.

The Power of Direct: Relevance. Responsibility. Results.

About the Print Council

Through education, awareness, market development, advocacy and research, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council's members now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. The Print Council may be contacted through Ben Cooper, Executive Director at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

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(N.B. –Broadford & Maloney is part of the PR Alliance that serves The Print Council on a pro bono basis).

MEMBERS

Agfa	International Paper	Sandy Alexander
Allegra Network	Kodak Graphic Communications	Sappi Fine Paper
Cenveo	Komori	Sheridan Group
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Franchise Services	Mitsubishi Lithographic Presses	U.S. Postal Service
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